

CHRON JUN 26 1950

Joseph W. Knowland Claims Bride

Now en route to California by motor are Joseph William Knowland and his bride since Saturday afternoon, the former Dolores Faye Beall. The newlyweds plan to stop off in Yellowstone National Park and at Crater Lake before establishing their home in Piedmont, where they are expected to arrive by July 1.

It was at a double-ring service solemnized at 4 o'clock that the couple were married in Oakdale Emory Methodist Church in Oakdale, Md. Palms banked the altar and arrangements of white gladioli and lilies provided the decorative scheme.

The bride, daughter of Forrest Purdum Beall and the late Mrs. Beall of Sandy Springs, Md., was escorted down the aisle by her father. White marquisette and Chantilly lace were combined in her bridal gown. A yoke of illusion formed the high neckline of the fitted lace bodice and her long lace sleeves came to points over her wrists. Her full marquisette skirt swept into a double train. On her head was a Chantilly lace cap which held a veil of imported illusion tulle, and she carried a simple bouquet of white roses.

Six Attendants

The entrance of the bride was preceded by six attendants. Sharing honor places were Helen Estelle Knowland, sister of the benedict, and Flora Beall, the bride's sister. The bridesmaids were Judith Groves of Washington, D. C., Catherine McKeever, Joan Johns and Katherine Tolson, all of Sandy Spring.

Their diaphanous full-skirted frocks were of white organdie worn over slips of various shades of pastel taffeta. The dresses were designed with square necklines, snug-fitting bodices with deep folds of embroidered organza from shoulder to waistline, and organza peplums.

They all wore picture hats to match their costumes. The honor attendants carried arrangements of yellow tea roses and the secondary attendants carried bouquets of carnations contrasting in color with their dresses.

In pale-blue organdie frocks were Sandra Ann Horner and Julie Ann Brigham, nieces of the bride who served as flower girls. They carried baskets of white and pink rose petals.

Stanton Church of Piedmont waited at the chancel rail as best man. The guests were shown to their pews by Richard Scammell of Piedmont, Calvin Cafritz of Washington, D. C., and Terrance Longacre of Falls Church Va.

Lawn Reception

Mrs. Vernon Swiger, sister of the

Lawn Reception

Mrs. Vernon Swiger, sister of the bride, sang before the ceremony.

A lawn reception at "Foxley," the home of the bride's brother-in-law and sister, Mr. and Mrs. David L. Brigham in Ashton, Md., followed the vow exchange.

The bridegroom is the son of U. S. Senator and Mrs. William F. Knowland of Piedmont and Washington, D. C. Mrs. Knowland wore for her son's nuptials an afternoon gown of lilac chiffon with an accordion-pleated skirt, matching handbag and shoes.

The young man is the grandson of the Joseph R. Knowlands of Piedmont and of Mrs. Estelle Herrick of Oakland. He is a nephew of Mrs. Hubert Caldwell of Piedmont, of Mrs. Edgar Holmes Lion of San Francisco and of Joseph Russell Knowland Jr. of Piedmont. His other sister is Mrs. Harold Woodward Jewett Jr. (Emelyn Knowland) whose wedding took place last December. He is a member of the class of '53 at UC where he is affiliated with Sigma Alpha Epsilon fraternity.

Tribune Names New Executives

W. F. Knowland Becomes Publisher

TR 5C FEB 6 1966

William F. Knowland, 57, has been elected President and Publisher of the Tribune Publishing Co. to succeed his late father, Joseph R. Knowland.

The announcement was made today by the board of directors of The Tribune Publishing Co.

Knowland also continues his present duties as Editor and General Manager.

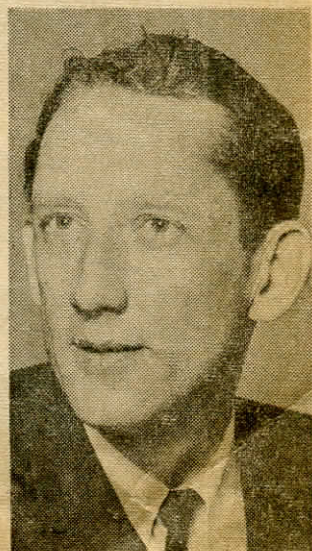
The Board also named Mr. Knowland's widow, Clarice E. Knowland, to the directorate. The board members are William F. Knowland, Joseph W. Knowland, Mrs. Emelyn Knowland Jewett, Mrs. Knowland and Parke P. Wilson, nephew of Mrs. Hermina Peralta Dargie, widow of William E. Dargie, former Tribune publisher.

The new publisher named Joseph W. Knowland, 35, Assistant Publisher, in addition to his duties as Assistant General Manager.

Joseph W. Knowland has been trained in all departments of the newspaper, with which he grew up.



WILLIAM F. KNOWLAND



JOSEPH W. KNOWLAND

Joseph Knowland Becomes Tribune General Manager

048 31 1969

Joseph W. Knowland today was named general manager of The Tribune.

At the same time, Paul G. Manolis and John E. Campbell both were appointed assistant general manager.

Knowland added the responsibilities of his new office to

those he already holds as assistant publisher and vice president of the Tribune Publishing Co.

Manolis also will continue in his present post as executive editor and secretary of the company, while Campbell continues as auditor and treasurer.

Knowland, 38, who grew up in the family-owned newspaper, joined the staff in 1953 after his graduation from the University of California. He became familiar with every operation of the organization, working in various departments.

Manolis, 39, came to The Tribune in 1958 after serving as executive assistant to the then U.S. Senator William F. Knowland.

Before his appointment as auditor in 1964, Campbell, 54, was vice president and treasurer of the Dallas Times Herald for 12 years.

The three new assignments were announced by William F. Knowland, who continues as president of The Tribune Publishing Co. in addition to being publisher and editor of The Tribune.

New Leadership For The Tribune

MAR 5 - 1974

Joseph W. Knowland and his sister, Emelyn K. Jewett, today were named to top positions of The Oakland Tribune and its parent company.

Knowland, 43, is the new publisher and editor of The Tribune. He had been its general manager.

Mrs. Jewett was named president of The Tribune Publishing Co. She has been a member of its board of directors since 1950.

They are the son and daughter of the late William F. Knowland, editor, publisher and president of The Tribune and a former U. S. Senator.

The new editor and publisher started with the newspaper in 1953, working side by side with other employees in virtually all departments. On the editorial side, he became assistant city editor, assistant editor-in-chief and assistant publisher.

Like his father and his grandfather, Joseph R. Knowland, he is a native Californian, born in Oakland on July 26, 1930.

He graduated from the University of California at Berkeley in 1953 with majors in speech and communications-public policy.

After joining the newspaper, Knowland became deeply involved with the cultural life of the Bay Area, with a particular affinity for the theater.

Last year, for example, he took a brief sabbatical from his newspaper duties to spearhead a drive to restore a 42-year-old movie palace to its original splendor. The result of the campaign was the overwhelmingly successful Paramount Theatre of the Arts.

With his wife, Dolores

(Dee), he served as chairman of the Paramount's multi-million-dollar special fund drive.

His other business affiliations include those of vice president and director of The Tribune Publishing Co.; vice president and secretary-treasurer and director of The Tribune Building Co., and vice president and director of the Franklin Investment Co.

Knowland is a member of the Bohemian Club of San Francisco, the Oakland Chamber of Commerce, the U.C. Alumni Association and the International Platform Association.

He is a director of the Oakland Museum Association, a member of the board of Childrens Hospital of the East Bay, a member of the steering committee of the Paramount Theatre of the Arts and a former director of the Easter Seal Society of Alameda County.

Knowland is a past president of the Piedmont Junior Chamber of Commerce and the First Methodist Men's Club. He has served as a director of the Oakland Chamber and was a trustee of Mills College and the California College of Arts and Crafts.

In 1971, he served on the State Committee for Radio Free Europe. He has been a member of the executive committee of the Law in a Free Society program jointly sponsored by the University of California and the State Bar of California.

Mrs. Jewett, commenting on her new position, said, "I intend to be a fulltime president of a multi-million dollar

Continued Back Page, Col. 1

for the restoration of the Par-

Continued from Page 1

corporation and devote my energies to becoming familiar with not only its corporate structure, but also as to how it relates to its 1,000 employees and to the community-at-large."

Mrs. Jewett has a broad background in both business and civic activities. In 1972, she obtained a state real estate license and became associated with the Robert F. Atkinson firm. Last year she

transferred to Atkinson-Gallinatti Realtors of Oakland, specializing in commercial real estate and management.

Born in Alameda, she was educated in public schools there and in Piedmont and Washington, D. C., where her father served in the U. S. Senate from 1945 to 1959.

After commencement from Piedmont High School, she entered the University of California at Berkeley and affiliated with Alpha Omicron Pi Sorority.

She was married to Harold Woodward Jewett Jr., now general counsel for The Tribune, in December, 1949.

From her school days on, Mrs. Jewett has been very active in community programs and organizations. She was president of the Junior League of Oakland and of Alpha Omicron Pi Alumnae.

She has organized such diverse benefits as the Celebrity Golf Classic and the successful Oakland Museum Association's "white elephant" sales.

Her other activities have included Herrick Memorial Hospital, the Easter Seal Society's board of directors, the board of the Family Service Bureau of Alameda County, the Planned Parenthood League and the Lawyers Wives of the East Bay. She is currently a member of the board of trustees of the U. C. Alumni Foundation.

She is a former regent of the College of Holy Names; was a member of the Women's Board of the Oakland Museum Association; served as chairman of the Oakland Repertory Theater Association Women's Guild, and worked for the restoration of the Paramount Theatre of the Arts.

Of her many activities, Mrs. Jewett said, "It's a family creed to participate as actively as one can in community cultural and civic affairs."

Asked if she preferred to be identified as Ms. rather than Mrs., she said, "I'll probably get myself into trouble with the Womens Lib, but it is Mrs., not Ms. I'm proud of the Mrs."

Knowland Honored

Publisher of the Year

DEC - 7 1975

Joseph W. Knowland, Editor and Publisher of The Tribune, has been named 1975's Publisher of the Year by the California Press Association.

The CPA also elected the late Paul C. Edwards, who was long associated with the E. W. Scripps newspapers and United Press, to its California Newspaper Hall of Fame, an honor shared by the late Joseph R. Knowland, grandfather of the publisher honoree.

In its citation, the CPA said Knowland "has risen to the immense challenges and opportunities in the area served by his paper and beyond. He carries on with distinction the great work of his father and grandfather to his community."

The citation said Knowland "has personally directed not one but a number of major campaigns for the benefit of his region" during 1975, and listed these:

- "Bay pollution—a strong series of 10 parts supported by editorials calling for immediate action by government agencies to halt the long-range putrefaction of the Bay. Knowland also instructed The Tribune's legal counsel to institute procedures necessary to save the Bay, including beautiful Lake Merritt.

- "Election coverage—the publisher set up an editorial board to help form positions the paper would take on numerous candidates and issues. . . . Each day The Tribune ran editorials stating their

position and why . . . Election results on a state basis were put into separate categories and floated with modules throughout the paper with front page leads. This was undoubtedly the finest election coverage operation in the state. . . .

- "Oakland prostitution cleanup campaign—through Tribune investigative reporting of prostitution, payoffs, taxpayer costs, effect on Oakland's reputation as a city and all phases. The result was a great police cleanup, the greatest in the history of the Bay region."

The citation also credits Knowland's "dynamic and forceful leadership" in co-chairmanship of a campaign by Oakland leaders to save the Paramount Theatre of the Arts.

In accepting the award, Knowland noted, "My grandfather once said his greatest recreation was a change of problems.

"We have made more than 200 editorial product changes alone in the past year and a half," he told the assemblage which included his wife Dee and several editorial aides.

Paul Edwards, a former president of the Stanford University board of trustees, served as editor-in-chief of the Scripps papers in California, 1922-26; edited the San Diego Sun, and was associate editor and chief editorial writer for the San Francisco News. He died in 1962.

Tribune Sale Is Completed

The Tribune was published under new ownership today. *J.W.R.*

Combined Communications Corp., one of the nation's leading outdoor advertising, radio and television broadcasting and newspaper enterprises, yesterday completed its acquisition of the 103-year-old newspaper for \$17.8 million in cash.

Oakland Tribune Inc., a newly formed subsidiary of Combined Communications, acquired the stock of The Tribune Publishing Co. and Tribune Building Company.

Combined Communications also owns the Cincinnati Enquirer, outdoor advertising companies throughout the United States and Canada, and radio and television stations in Arizona, California, Colorado, Kentucky, Arkansas, Georgia, Indiana, Oklahoma and New Jersey.

Tribune to Pick New Publisher

JUL 7 1977

A new publisher of the Oakland Tribune will be named soon, it was announced today by William J. Keating, vice president of Combined Communications Corp., which has bought the newspaper.

The announcement followed the resignation yesterday of Joseph W. Knowland, longtime Tribune executive and editor and publisher since 1974.

Mr. Keating, who heads the corporation's newspaper division and is president of the Cincinnati Enquirer, said he expected selection of a new publisher to be completed in the near future.

Mr. Knowland, who won the California Press Association Publisher of the Year award for 1975, did not announce his plans.

Emelyn K. Jewett, president of The Tribune Publishing Co., will continue in that capacity under the new ownership. She will devote special attention to community relations, Mr. Keating said.

Mr. Knowland and Mrs. Jewett are members of the family which controlled The Tribune from 1915 until its sale on July 1. Their grandfather, the late Joseph R. Knowland, was publisher for

50 years. Their father, Sen. William F. Knowland, was editor and publisher at the time of his death in 1974.

Under Joseph W. Knowland's leadership, The Tribune made major changes in its content and format and continued the newspaper's modernization program by installing the latest electronic equipment.

As editor and publisher, Mr. Knowland repeatedly stressed his devotion to a free and responsible press and his confidence in the future of The Tribune and the Eastbay.

In a page one editorial last Sunday, he wrote that Combined Communication Corp.'s "creative leadership, economic strength and sense of civic responsibility will undoubtedly benefit Oakland, the Bay Area in general, and the public in whose best interest The Tribune must continue to serve."

Mr. Knowland joined The Tribune in 1953 and worked in every department of the newspaper before advancing to executive posts. He is active in leadership roles in many Bay Area business, civic and cultural organizations.



ROBIN

ORR

MON DEC 8 1986

Yes, gentle readers that is Joe Knowland in "Star Trek IV." The former Tribune publisher who became a professional actor after his family sold the newspaper in 1977, plays the part of a

San Francisco antique dealer in the new Trekkie movie that opened over Thanksgiving weekend. He's the one who buys the Ben Franklin eyeglasses from Leonard Nimoy (Mr. Spock) and Bill Shatner (Capt. Kirk) when they're running low on funds.

The Trekkie stars are on their way to look for whales and go to an aquarium (supposedly in San Francisco, although the one filmed is actually the new one in Monterey). And that's where they meet the other local actor in the movie, Scott De Venney of Concord, who plays the part of the administrator at the aquarium.

Joe's other recent film credits include a part in "Delta Fever," a flick shot near Discovery Bay that is to be released the first of next year. He's a fisherman in this one, along with George Alexander of Marin, with whom he's worked on many a summer theatrical at the Bohemian Grove encampments on Russian River.

Like Clint Eastwood, whose new film, "Heartbreak Ridge" opened over the weekend, Joe has roots in Piedmont. He and Clint were classmates at Piedmont Junior High School (or Piedmont Middle School) before Clint transferred to Oakland's Technical High School and Joe transferred to a school in the Washington, D.C., area when his father, the late William F. Knowland, was a United States senator.

'I was born to lead, not to follow. To take charge, to move and shake. To create.'

An emperor's new dreams

... He must be about His Father's business, the service of vast, vulgar, and meretricious beauty....

But his heart was in a constant, turbulent riot. The most ... fantastic conceits haunted him....

— from "The Great Gatsby"

By Scott Winokur
Examiner Staff Writer

Living well is the best revenge, they say.

So the last laugh may belong to Joe Knowland, who was ousted in 1977 as editor and publisher of the Oakland Tribune in a bitter family dispute that ended with the paper's sale — a transaction costing Knowland his \$95,000-a-year salary.

Today, slightly more than three years after the world collapsed around him, Knowland is dreaming about a return to journalism, while planning alternative careers in politics, the calling of his famed father and grandfather, or acting, his lifelong love.

"I'm happier. I have peace of mind," Knowland said in a recent interview.

Wearing a corduroy jacket and smoking a pipe, Knowland appeared relaxed and confident as he showed off his luxurious 10-room Queen Anne Victorian, located on Alameda's wealthy "Gold Coast."

"Our back is not to the wall," he said.

In a stairwell hung a picture of a happy trio:

- Congressman Joseph R. Knowland or "JR," who bought the Tribune in 1915 after selling the family's sizable lumber and shipping holdings.

- JR's son, Sen. William F. Knowland, who ran it from JR's death at the age of 92 in 1966 until 1974, when he committed suicide on a Northern California beach.

- And "Young Joe," a dimple-chinned man in his mid-20s who would suddenly be thrust into the front office at the age of 44, after priming for the job most of his life — only to be evicted three weeks before his 47th birthday.

The end of the three-generation Knowland dynasty in 1977 caused few

tears among Bay Area newsmen. The afternoon paper long had been viewed as a stodgy, uncompetitive product that served its readers poorly and routinely discouraged editorial originality.

To many Bay Area journalists, Young Joe's reign was a topsy-turvy period of excess and superficiality.

Knowland, considering himself a genuine innovator, attempted to increase street sales by adopting the rock-em-sock-em typographical features of New York tabloids. Type sizes normally reserved for major catastrophes and presidential elections screamed headlines such as

PAPAYA JUICE CURE FOR YOUR ACHING BACK

Knowland audaciously raised the paper's price to 25 cents and created a national stir by running a signed editorial on the front page explaining why he refused to publish diatribes from the Symbionese Liberation Army, kidnappers of Patricia Hearst.

Circulation edged back toward 200,000, but an already lowered staff morale plummeted. His top editors presented him with a tricycle. Posing as a German professor interested in purchasing the Tribune, Knowland had himself thrown out of the newsroom.

While he frustrated and angered many of his employees, some found Knowland's personality and his approach to newspapering — they were one and the same — amusing at worst and uniquely effective at best.

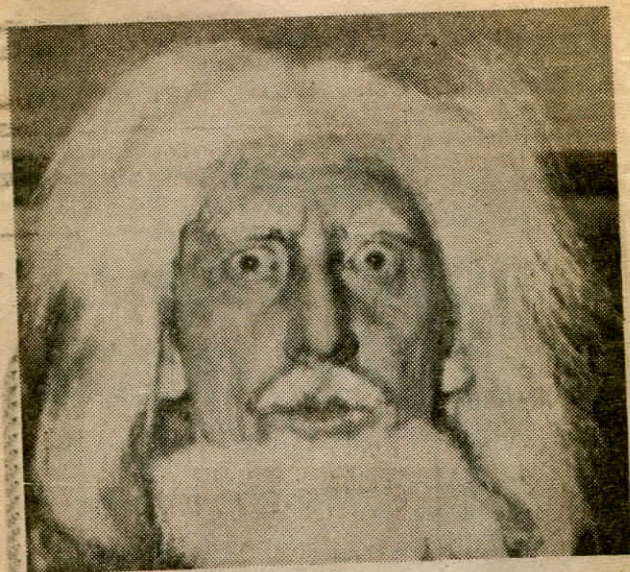
"I have no regrets about the way I conducted myself as publisher and editor," he said. "I am what I am. I'm not dad, I'm not grandpa."

"We rebuilt the company, my sister Emelyn Jewett and I. It was back on its feet financially. In fact, we were planning purchases. There was a radio station in Hawaii that was being offered."

He said everything was progressing as planned. Not everybody agreed, but that was understandable, he said.

"The more powerful one becomes

—See Page B2, Col. 1



JOE KNOWLAND IN ONE OF HIS ACTING ROLES
From Bohemian Club to \$250-a-day 'bit' player

Knowland plans run for Congress

—From Page B1

and the higher one grows in one's business or field," he said, without rancor. "the more you're going to get comment from all sources, including those who dig.

"But as Harry Truman said, 'If you can't stand the heat, get out of the kitchen.'"

On July 5, 1977, Knowland was forced out of the "kitchen" — his fourth-floor office in the Tribune's landmark tower in downtown Oakland.

Young Joe was not wanted by the new owners, Combined Communications Corp. of Arizona (which later merged with the Gannett newspaper chain).

Since his ouster, he has not spoken to the man who engineered the sale, nephew Jay Knowland, nor even once returned to the building that was his second home from World War II to 1977 — as copyboy, cub reporter, drama critic, ad salesman, assistant city editor, general manager, editor and publisher.

Scores of people who knew him professionally wondered how Knowland would survive the great blow to his career and his identity.

At first, he dropped out of sight — "to try to get my head screwed on." Knowland sold his Piedmont home and moved to an apartment overlooking Oakland's Lake Merritt.

In 1978, Knowland, who for years has performed in comic roles at San Francisco's exclusive Bohemian Club (Emperor Norton, most recently), emerged as a fledgling professional actor, an occasional \$250-a-day bit player.

His credits include commercials for Foremost, Granny Goose and Dr. Pepper, in addition to brief appearances in Clint Eastwood's "Escape From Alcatraz" and "Little Miss Marker," a Walter Matthau-Julie Andrews film.

Knowland's "forte," he said, is "loose, child-like" comedy in the manner of Danny Kaye, Ray Bolger and Peter Sellers. "But because of my age and appearance, I'm placed into executive roles," he complained.

"I feel much more comfortable walking onto a stage as a hunchback with a strange accent rather than coming on as Joe Knowland."

As a beginner, however, Knowland can't afford to pick his battles. "I could do 10 times the amount of work I'm

Joe Knowland."

As a beginner, however, Knowland can't afford to pick and choose. "I could do 10 times the amount of work I'm doing. I'd starve to death if I depended on this for a living," he said.

Knowland and his wife of 30 years, Dolores, are living on income from her Lake Merritt beauty salon and health spa, and the difference between proceeds from the sale of their Piedmont home and the Alameda Victorian, purchased two years ago.

Young Joe, it turned out, owned virtually no stock in the Tribune.

"I do miss being in the saddle and I miss the challenges," he said. "I was born to lead, not to follow. To take charge, to move and shake. To create.

"The most challenging, rewarding life would be as an editor again. Anybody who gets into the newspaper business gets bitten. It's fascinating."

His evaluation of Eastbay Today, morning offshoot of the Oakland Tribune: "Boring!" Bay Area newspapers in general, on a scale of 1-10: "Three."

The former publisher appears to have little hope for a comeback in the newspaper business, locally. After he lost his job, Knowland sent out feelers to small Eastern papers. There were positive responses, he said, but nothing attractive enough to tear him away from the Bay Area. So he shifted his focus.

"I'd like to retire as an elder statesman after serving a number of years in the Senate," said Knowland, explaining that he'd launch his campaign to become the third member of his family to hold national office by winning the Republican nomination for a Bay Area congressional seat in the near future.

Until something better comes along, however, Knowland's life probably will continue as it has for the last year or so.

In the morning he fixes breakfast for Dolores and himself, then tidies up the house when she leaves for work.

After taking care of correspondence and the books for his wife's salon, Knowland will visit his ailing mother, go for a walk or take in a movie.

In the afternoon, he plays the writer. His production is limited to a budding novel and children's stories. "Therapy," he called it.

Earlier this month, there was a pleasant break in the routine. Knowland was in Los Angeles and decided to join the lines of striking actors picketing the studios.

"You must realize, I've never been involved with unions," he said. "I took it as a slap against my grandfather.

"But all of a sudden I found myself sucked into a leadership role in Los Angeles. They made me a picket captain!"

Knowland paused, savoring the recent experience in his mind. Then he went on.

"I never said, 'Hey, I am *that* Knowland.' They just called me 'Joe from Frisco.' It was like being incognito. I enjoyed it.

"I was *me* and I was doing *my* thing."



Examiner/Gordon Stone

FORMER OAKLAND TRIBUNE PUBLISHER JOE KNOWLAND, NOW AN ACTOR, READS A TRADE PAPER. He was thrust into the unlikely role of being a picket captain during the recent actors' strike

Former Trib editor reminis

FEB 23 1993

Joe and Dee Knowland spoke to the Montclair Lions Club.

By Carolyn Younger
The Montclarion

Publishing and politics — the heady mix that helped shape Oakland during the first half of the century — was given a nostalgic spin by Joseph Knowland, grandson of the former California congressman who wielded the *Oakland Tribune* as a political tool.

Joe Knowland, 62, and his wife Dee, guest speakers at the Montclair Lions Club Thursday, pulled no punches about the fact the *Tribune* was originally purchased as a means of exercising political clout.

"My grandpa loved politics," his namesake said. "He was often called a political kingmaker," a mentor to young politicians seeking public office.

The list of successes includes Earl Warren, a local attorney who became the Alameda County district attorney, governor of California and eventually, Chief Justice of the United States.

Last week's reminiscences are the kernel of a joint collaboration on a book that Knowland and his wife of 42 years started a while back. The account has as its basis notes dictated by Joseph R. when he was 89 years old.

If the work is not completed, however, there are other Knowlands to take over the hefty project — more than six generations of the family live in the Bay Area.

The *Tribune* was owned by the Knowland family for 60 years before it was sold in 1977. The venerable newspaper has since passed through three ownerships. This year, it moved from its landmark Franklin Street tower to Jack London Square after being purchased by the Alameda Newspaper Group.

The *Tribune's* development as a dominant force in Oakland is tied inexorably to the political fortunes

and misfortunes of the Knowland family.

Before Joseph R. Knowland acquired the *Trib* in 1915, he had served in both the state legislature and the U.S. House of Representatives, only to be defeated in his bid for the U.S. Senate.

The elder Knowland lost the race at a time when the Republican party was split — conservative vs. liberal — over the issue of women's suffrage, which he favored, his grandson said.

It was not a popular stance.

"My grandpa came home disappointed in politics itself and decided never to run for public office, even after 16 years of distinguished service."

To buy the controlling interest in the 41-year-old newspaper, Knowland dipped into his personal holdings in lumber, shipping and banking.

He was a businessman, not a journalist, although he had once done freelance writing for the *Tribune* and the *Argus* in Alameda, where he was reared.

Three years later, Knowland moved the newspaper to the long-familiar tower site and, in 1959, following a legal battle that went to the California Supreme Court, acquired all the shares.

"The family used the *Tribune* as a constructive mover and shaker," Joe Knowland said. "With the power of the press they were able to help build Oakland, as well as to continue statewide support for systems such as the state park commission and thus the acquisition and preservation of state parks throughout California."

Knowland's son, William F., followed in his father's political footsteps. A major in the Army during World War II, William Knowland was on special duty with the Army's public relations section in Paris when he was appointed to fill the U.S. Senate seat left empty by the death of Hiram Johnson.

At the time of his appointment,

The Tribune's development as a dominant force was tied inexorably to the political fortunes of the Knowland family.

the 37-year-old had already served as Republican national committeeman from California, chair of the executive committee for the national committee, and as state assemblyman and state senator.

Young Joe was 16 at the time.

"Dad had a distinguished career, which included being majority leader during the Eisenhower administration," his son recalled. "He supported statehood of Alaska and guided civil rights legislation through Congress which gave equal voting rights to all Americans, and desegregated the federal government as well as the military."

"Dad then decided to run for governor but by doing so, split the Republican party. He was on the conservative side, Goody Knight on the liberal side. In addition, Dad supported the right to work law."

Following his defeat in 1958, William came home a disappointed, embittered man. Like his father, he decided never to run for public office again.

"I think that by one simple position statement during their campaigns, both my grandfather and my father (lost the support of) the public. The efforts they both made while in office were totally forgotten and thrown to the ground as voters marched their way to the voting booths," Knowland said.

William took over as editor of the *Tribune*, but times had changed.

Alameda and Contra Costa counties "had become a mega-

scs about paper's history



Joe and Dee Knowland are working on a book on the history of the Tribune.

Carolyn Younger/Montclairion

opolis of interracial, interdenominational, multilingual citizens, ranging from the liberals of Berkeley to the very conservative of Orinda."

In his son's view, Alameda County had become a very strong labor county of Democrats while Contra Cost County had become a strong business county and Republican. Meanwhile, both counties were going through social revolution in the 1960s.

The *Tribune* reflected William's conservative Republicanism, his son said. As a result, leadership in both counties looked on the *Tribune*

as being turgid and myopic, insensitive to the multiple problems faced by both counties as they continued to grow.

The newspaper started losing circulation, advertising and money.

When William Knowland committed suicide in 1974, son Joe became publisher and editor, and daughter Emelyn Jewett took over as president of the Tribune publishing company.

"Dad's tragic death came at a time when circulation and advertising was going down and revenues had disappeared entirely,"

Knowland said. There was also a nationwide paper and gasoline shortage.

In addition, "All 12 union contracts had expired several months before and we were facing a general labor strike. All production systems were outdated, outmoded. The paper itself was dull. Management was frustrated and becoming lethargic and negative."

When he took over as publisher, Knowland had already spent 21 years in the business as a reporter, assistant city editor, general manager and assistant publisher. He agreed to take

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Tribune...

Continued from page 12

on the job "provided I had the authority to change anything I wanted to bring back a major newspaper business.

"We changed around management, gave them a spark of encouragement. We changed the product visually, moved to the center of the road politically, solved the union problem, who in turn, gave us freedom to bring in all modern equipment, something the San Francisco and Northern California papers did not have. As a result we were able to reduce costs, make a profit, and get debt-free."

By 1977, the *Tribune* had the largest circulation gain of any evening newspaper in the western U.S., the second largest in the country, he added. And the paper showed the largest advertising gain in the Bay Area, the second largest in the state.

In addition, the paper won the best newspaper award for general excellence from the California Newspaper Publishers Association, as well as publisher of the year award for journalistic leadership in

the community. The *Tribune* was ranked the No. 1 evening newspaper in Northern California.

By 1977, however, the *Tribune* was sold.

What happened?

Knowland called it the oft-told story of a large family with a large business that had passed through several generations, "...kith and kin who had no particular interest in the *Tribune*, its heritage, its responsibility and leadership in the community."

What was really wanted, he believes, was cash.

Over Joe Knowland's objections, even court attempts to stop it, the family sold the *Tribune* to Combined Communications Corporation, a business with holdings in smaller newspapers, as well as small radio and TV stations nationwide.

Within the first week, "every single executive of every single department of the *Tribune* was fired, all of those people who had brought the *Tribune* to the No. 1 spot, including yours truly," Knowland said.

Combined Communications then sold the paper to Gannett, then the second largest news chain in

the country.

"Gannett, now being the largest multimedia chain in country, as well as most financially well heeled, was in the position to make the *Tribune* the political power and financial support to build Oakland into the No. 1 city in Northern California," Knowland said.

While Gannett was switching the *Tribune* from an evening to a morning newspaper, it was also changing its news focus from the East Bay suburbs and looking west toward San Francisco.

What followed was what Knowland believes was a masterful, if potentially crippling ploy, on behalf of a competing newspaper.

The *Chronicle* also owned KRON-TV and the FCC warned that the *Chronicle* or KRON would have to go." In Knowland's view, "The *Chronicle* wizardry came into play and conjured up a floating carrot which it dangled in front of Gannett," he said. "It argued that because of an FCC ruling to discourage media monopoly, it might have to sell its TV station since it had just merged production and business facilities with the *Examiner*."

According to Knowland's sce-

nario, *Chronicle* management asked Gannett if it would like to buy the station. Gannett realized to do so, it would have to drop the Trib.

"Lo and behold, Bob Maynard was sitting in the right place at the right time. He said he would like to own and publish the *Tribune* but he didn't have any money. That wasn't a problem. Gannett loaned him the money."

And so it was that Robert Maynard, former associate editor of the *Washington Post*, became the owner and third *Tribune* editor in two years.

Once the papers were signed and Gannett free to bid on *KRON*, however, "as wizards do, they made the carrot disappear." The station was no longer for sale. They said their problem had been solved by keeping the editorial departments and editorial policies separate."

In an aside, Knowland noted that Gannett, aced out of the *Tribune*, proceeded to buy the *San Rafael Independent-Journal* and create *USA Today*, "which, by the way, is almost identical to a design which I had created and had on file at the *Tribune* for the *Tribune's* street sale

edition called *USA Today* today."

The *Tribune*, under Maynard, with no financial backing of its own, was facing the *Chronicle* head on as a morning paper and facing all the East Bay morning papers both locally and in the suburbs.

"Instead of marching eastward into the suburbs as a No. 1 evening paper, the Trib headed westward toward San Francisco as a morning paper," Knowland said. "Maynard found himself standing chest high in the mud, in the bay sinking, as an oncoming tide of debts was rising rapidly over his head. It was impossible to meet the interest and principal payments on the multi-million dollar loan, impossible to meet rising production and employment costs."

The look of the paper had also changed, Knowland said, and it had moved (politically) "from center into far left to service East and West Oakland, Berkeley, Richmond, El Cerrito — cutting the throat of the circulation and editorial departments with one stroke."

Gannett's two attempts to breath financial life back into the *Tribune* failed "because the Maynard policies and systems did not change," Knowland contended.

— Last year, the *Tribune* was sold again, this time to the Alameda Newspaper Group — owner of the *Hayward Daily Review*, *Fremont*

Alameda Times-Star.

ANG's parent company is headquartered in Texas, which "chafes" Knowland's hide.

"They have the financial wherewithal to breath some new life back into the Trib and make it a metro, but more likely they'll keep it a small newspaper. Keep production and employment costs down as they continue to try to nose advertising up."

Knowland's vision of the future does not include a paper that is no more than an advertising throw-away, he said.

"Oakland does not need a liberal, left-wing, political mentor which is insensitive to business and residential life of areas like Montclair and Rockridge.

"Nor does Oakland need a right-wing paper that is insensitive to the trials and tribulations of the drug controlled areas of East and West Oakland that have their own personal human problems."

What Oakland needs, Knowland believes, is a "newspaper attuned to the history and evolution and today of Oakland, with the ability to communicate with the public and the multi-faceted businesses, to return integrity as well as responsibility to the power of the press."

He is waiting, but he isn't holding his breath.